

BE A LEADER IN SMPS WISCONSIN

CALL FOR NOMINATIONS: MAY 1 - MAY 30!

SMPS Wisconsin is a diverse community of over 100 marketing and business development professionals working together to move the A/E/C industry forward. By joining the Board of Directors or a committee you have the opportunity to shape the education, events, and all that SMPS Wisconsin offers. In addition, you will have opportunities to amplify your skills by learning, leading, and connecting with like-minded professionals to become a more influential player in your organization.

Besides all that, taking on a leadership role within the organization is fun! We share stories, laugh a lot, and learn so much from each other.

If you want to get all you can from your SMPS Wisconsin membership...Get involved! Join a committee or join the Board of Directors today



LEADERSHIP POSITIONS

President – Executive Committee Chair (One Year Term)

- Oversee the leadership of the SMPS Wisconsin chapter
- Find and prepare President-Elect to take leadership
- Encourage leadership within membership
- Guide, support and problem-solve with all Board Members, Committee Chairs, and subcommittee leadership for SMPS Wisconsin
- Official spokesperson of organization and liaison to SMPS HQ
- Lead monthly Board meeting

President-Elect (One Year Term)

- Assemble and manage election of Board of Directors
- Lead annual strategic planning session with Board of Directors
- Chair of the Nominations and Elections Committee, and member of Executive, and Finance Committees
- Work with President to prepare for future role and support President in any efforts that need to be completed for the Chapter
- Lead and coordinate training for Board Members
- Attend monthly Board meeting

Secretary (One Year Term)

- Create Board of Director meeting agendas
- Create and distribute meeting minutes and financial reports
- Support the Board of Directors as needed
- Serves on the Executive Committee
- Attend monthly Board meeting

LEADERSHIP POSITIONS CONT.

Treasurer (Two Year Term)

- Chair the Finance Committee, and member of Executive and Sponsorship Committees
 - Create and maintain annual Chapter budget
 - Reconcile statements and report to Board monthly
 - Maintain financial account which includes invoicing, deposits, and CD
 - File annual audit and taxes and recommend investment options for the chapter
 - Review all chapter contracts, agreements, and other binding documents
 - Update the Chapter Policy and Procedure Manual
 - Attend monthly Board meeting
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Communications Director (One Year Term)

- Lead all communications efforts which will include the StarChapter website, e-blasts, event and program, public and media relations, social media, postcard, etc. with committee members
 - Lead graphic design, social media, and website committee chairs in their efforts
 - Develop and refine Chapter branding strategies
 - Manage job bank
 - Conduct semi-annual chapter member surveys
 - Chapter liaison with other allied organizations and media
 - Attend monthly Board meeting
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Membership Director (One Year Term)

- Retention and recruitment program development and implementation, including providing National materials to prospects
 - Identify new member activities and member services
 - Work with Logistics and Programming to develop recruitment events
 - Update and maintain mailing list of members and prospects
 - Welcome in new members and promote membership opportunities
 - Conduct CPSM CEUs reporting to the Society
 - Attend monthly Board meeting
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Program Director (One Year Term)

- Identify programs and locate speakers for monthly programs and any other chapter events
- Co-create event registration pages and conduct post-event surveys
- Co-develop joint programs with allied organizations
- Co-chair the Awards, Special Programs, and Logistics Committees
- Identifying long-range educational and program goals
- Write and develop marketing piece for each programming event, including speaker biography, topic description, and update on the program page on website
- Attend Chapter Leader's Symposium with incoming president-elect
- Attend monthly Board meeting

LEADERSHIP POSITIONS CONT.

Logistics Director (One Year Term)

- Make arrangements and negotiate with venues for all events of the organization. This includes location, registration, food service, fees, etc.
- Co-develop joint programs with allied organizations
- Co-chair the Program and Logistics Committee
- Act as an event host, help with event set up and assist with any on site needs
- Attend monthly Board meeting

Sponsorship Director (One Year Term)

- Define and manage sponsorship program(s), including development of sponsorship levels and budget expectations
- Obtain sponsor funds as set by chapter and events goals
- Fulfill sponsorship agreements with sponsors
- Maintain website sponsor information
- Liaison to sponsors during all chapter activities
- Attend monthly Board meeting

EXPECTATIONS

Expectations for Board Members:

- Conduct regular committee member meetings
- Find committee members, set roles, monitor committee activities and set tasks and priorities
- Lead succession planning for your role
- Assist in membership recruitment and retention efforts
- Complete appropriate training as defined by the Executive Committee to fill your role
- Attend our strategic planning session and annual kick-off meeting

Expectations for Committee Chairs:

- Develop a plan for their committee's goals
- Summarize committee's monthly activities
- You may serve on multiple committees, and you may also chair a committee while serving as vice chair on another. Sign up as many times as you like!



NOT READY FOR THE BOARD OF DIRECTORS? JOIN A COMMITTEE!

The people are great. The time commitment is nominal...and, it's fun!

Committees include:

- Communications Committee
- Membership Committee
- Program Committee
- Logistics Committee
- Sponsorship Committee

INTERESTED IN JOINING OUR BOARD OF DIRECTORS OR COMMITTEES?

CONTACT:

presidentelect@smpswisconsin.org

www.smpswisconsin.org

